

ABSTRACT OF THE DISCLOSURE

The methods and apparatus described herein provide a system for determining a target web site associated with a radio or television program by making a comparison between a received sound segment and a known sound segment. The received sound segment is preferably captured at a personal computer (or any other computing device) by a microphone or a hard wired connection. The known sound segment is preferably retrieved from a plurality of known sound segments indicative of audio from a plurality of radio and/or television channels. Received sound segments and known sound segments are preferably time stamped to further facilitate comparison. This comparison may occur in the personal computer by making data indicative of the known sound segments available to the device. Alternatively, the comparison may be achieved by passing the received sound segment to another location (e.g., an Internet site). In an alternate embodiment, received video segments may be compared to known video segments. Once the comparison is performed, the channel (or station) can be determined and a target web site may be identified. Subsequently, the personal computer may be directed to an existing web page or a dynamically generated web page (e.g., based on the determined channel/station, the users viewing history, the user's geographical location, the user's voice commands, and/or the user's demographics).